

Duluth Flag Project

Help design a new flag for Duluth, MN!

Do you know what Duluth's flag *looks* like? Better yet, do you know what it *means*? City flags are widely overlooked elements of civic-focused design and symbology throughout the country. More often than not, city flags fall short when charged with the task of being an active symbol for an entire community. Duluth needs a flag that both unifies its wonderful people and evokes a vision for the promising future. This project stands as a challenge for anyone and everyone. We are looking to the great people of Duluth, and the world, to deliver!



Current Flag

Good Examples

Cities with remarkable flags display most or all of the basic principles of flag design. Flags for these cities are *emblematic*, seen on more than just flagpoles: think bumper stickers, tattoos, and T-shirts. Good flag design indicates a *strong sense of place*.

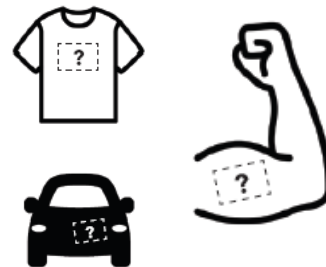
Tulsa, OK



Chicago, IL



Denver, CO



Basic Principles of Flag Design

1. Keep it Simple

So anyone can draw it from memory

2. Use Meaningful Symbolism

Intentionally use image, pattern, and composition

3. Use 2-3 Basic Colors

Consider color and scheme to create contrast

4. No Lettering or Seals

These elements are meant to be seen on a page, not a flag

5. Be Distinctive

Avoid duplication and focus on what is unique

What Does Duluth Mean to You?

What are Duluth's most notable features? Consider timelessness and simplicity when designing your flag. Here are a few example symbols:



Port City



The Hill



Lift Bridge



The Outdoors



Lake Superior



Enger Tower

Sketch ideas here;
Official entry on reverse



1"

1.5"



Consider scale when sketching out your ideas:
Flags viewed from 100 feet away would look similar to a 1" x 1.5" square on a piece of paper

How to Enter

1. Design

3"x 5" landscape orientation rectangle. For digital, use .PDF, 300 dpi, RGB color mode.

2. Write

How does this flag represent Duluth? What is your connection?

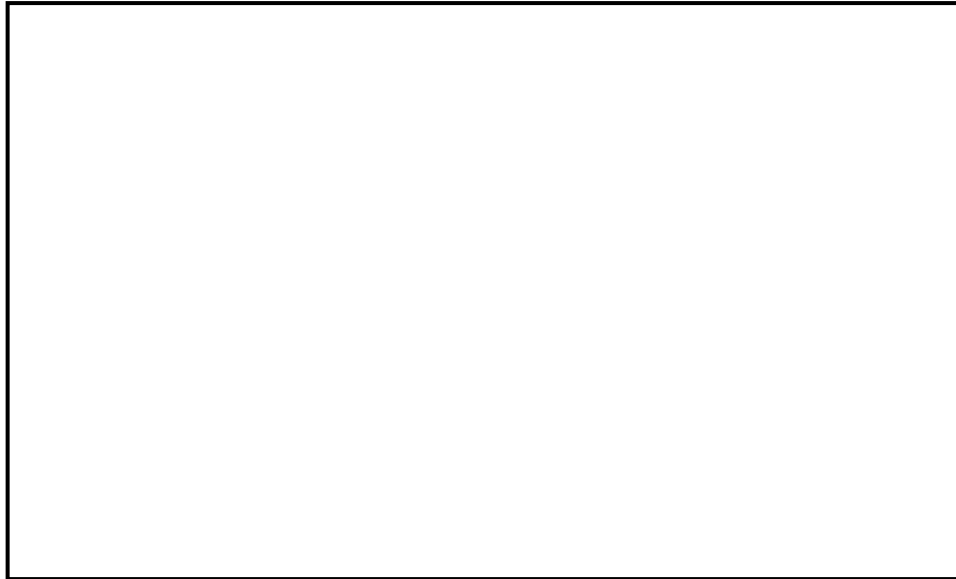
3. Submit

Via snail mail or digitally— details below and on our website.

4. Follow

On our Website, Facebook, Instagram, and Twitter for updates!

3"



5"



@ImagineDuluth
#duluthflagproject

Flag Design Name
(optional):

Flag Meaning and Connection to Duluth (150 words maximum)

*If more space is needed, separate attachments will be accepted

Contact Information

Name: _____ Age: _____ Professional (Y/N): _____

Parent/Guardian signature (If under 18): _____

Address: _____ City: _____ State: _____ Zip Code: _____

Email: _____ Phone Number: _____

General Information

Entries will be collected from January 30th 2019 to March 29th 2019. Send paper copies to Community Planning at Duluth City Hall: c/o Duluth Flag Project, 411 W 1st St., Room 110, Duluth, MN 55802 or online to duluthflagproject@duluthmn.gov subject line "Lastname"_"Firstname"_Flag Entry
NOTICE: All entries become property of the City of Duluth and the author relinquishes all rights to the design. Additionally, the City reserves the right to modify and or combine designs to create the official City of Duluth flag. More information on guidelines and good flag design can be found at www.duluthmn.gov/duluthflagproject

For any other questions please contact duluthflagproject@duluthmn.gov, THANK YOU FOR YOUR SUBMISSION!